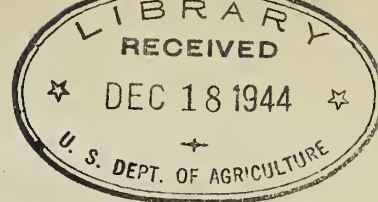


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.942
A 8 Am 12
Copy 2

UNITED STATES DEPARTMENT OF AGRICULTURE
Surplus Marketing Administration



No. 7

SMA "WAR BOARD" LETTER

Wash., D.C., Jan 31, 1942.

SPECIAL ASSISTANCE FOR SMA WAR BOARD representatives in West Coast and mountain States is being worked out by our information men at San Francisco, under the general direction of Louis Burgess, Regional Representative for the USDA Office of Information. Plans include liaison between all regional SMA offices in the area and the SMA WB representatives. Results should be more efficient War Board service by our representatives, and more complete presentation of SMA programs in the general picture.

SMA IS REPRESENTED on a recently-established USDA War Board Advisory Committee. This committee will determine procedure with regard to War Board jobs and relationships, under the general regulations laid down by the Secretary of Agriculture. A detailed statement on War Board relationships and activities will be sent all SMA representatives in the near future. Administrative lines for all SMA programs continue as usual, with War Boards handling coordination and special emergency activities. Details soon.

SMA TO ACCEPT FUTURE DELIVERY OFFERS from canners of tomatoes and peas. This was announced by Administrator Hendrickson in address January 27 before Nat'l Canners Assn. meeting in Chicago. "Now that we have the method established whereby canners can obtain certification under the program (canned tomatoes and peas), we are ready and willing to accept offers for future delivery from any canner who is qualified to offer us supplies," the Administrator said. "On February 14 announcements will be mailed to all canners of tomatoes and peas in the country, containing forms upon which offers to sell for future delivery to the Agricultural Marketing Administration may be made. Canners may offer to sell us these products, for future delivery, at any time they desire from that date until supplies from the 1942 packs become available for spot delivery, after which we will accept spot offers. Offers on the part of canners received within any calendar week will be reviewed on Tuesday of the following week; and canners will be notified immediately, following this review, of acceptance of their offers. This offers, in effect, a hedging service to those who desire it."

NEW USA FOOD EMBLEM already has caught on. The symbol, mentioned in last SMA War Board letter, was released on January 28. A number of processors have already expressed approval and indicated intention of making early use of the emblem. Label manufacturers and advertising agencies are also calling for copies. There is no restriction on use of emblem in connection with food labels or advertising layouts, whether or not food packages are intended for sale to the Government. Only warning is usual one that no company can give impression that USDA is endorsing or sponsoring any particular brand or commodity.

EXPANSION OF SCHOOL MILK PROGRAM on much broader scale is being contemplated now. General idea of program is that SMA will pay production cost of milk, with schools, PTA or other local interests to stand cost of getting milk processed, bottled and delivered. Program would be made available to all schools on a first come, first served basis.

BEANS FOR BRITAIN--Tons of baked beans from the US, and soups made from dried beans, are helping to build morale in British communal feeding centers and homes. Up to December 1, SMA has delivered for Lend-Lease shipment more than 270 million pounds of protein-rich dried beans, canned baked and green beans, soy beans and soya flour.

TIPS ON COMMUNITY GARDENS--Although USDA urges wider planting of community gardens, especially to supplement SMA school lunch foods, there is this **WARNING:** Plant only if soil is good, labor and other services available, and with plenty of advice from established agencies, such as Extension Service. Inexperienced planting may result in loss of needed seed for commercial planting.

PROHIBITIONS AGAINST MARKETING OF CULL POTATOES have been suspended for the remainder of the current (1941-42) marketing season in the marketing agreement area covering Michigan, Minnesota, Wisconsin and North Dakota and the Klamath Falls area of Oregon. Reason: Potato prices are good and there is good demand for all potatoes.

TERRITORIAL WAR BOARD MEMBERS representing SMA are: A. W. McDonald, special representative SMA Purchase Division on Hawaiian WB and E. Edward Brown, SMA Field Representative on Puerto Rican WB. Establishment of WB's in Hawaii and Puerto Rico similar to those in continental US was announced January 5.

SCHOOL LUNCH PROGRAM HIT NEW PEAK in December when 5,500,000 children in 80,900 schools received lunches prepared from SMA foods. This exceeds last school year's peak month (March) participation of 4,715,000 by 800,000, or about 17%. Present indications are that at the high point this year between six and seven million undernourished children will be receiving these lunches. It is estimated that between nine and ten million school children need them.

SUGGESTED READING: SMA Purchases During December; Minimum Fair Prices Announced for Canning Tomatoes and Peas; Spring Egg Price Support Plans Announced; Cotton Bagging Program for 1942 Announced. Copies these releases sent War Board mailing list Jan. 30. Also sending "Suggested State and Regional Distribution of Revised Goals and Expected Production for 1942" and Summary of recent Southern Marketing Conference held here.

LATEST SMA PUBLICATION: "Dry Beans and Peas in Low Cost Meals." 25,000 copies have been sent each regional office. Other publications in this series already out are "Egg Dishes at Low Cost" and "Dried Fruits in Low Cost Meals." On press: "Green Vegetables in Low Cost Meals." Other publications of series in process of preparation.

SMA ANNUAL REPORT was released January 28. Quantity very limited. Will send War Board members one copy on request, but no extra copies available.

ACTIVITY BY SMA MEN AND OTHERS TO FURTHER GENERAL FIF PROGRAMS. Under this head, as they come to notice from time to time, will be presented noteworthy promotion ideas.

DRAMATIZATION OF US FARM PRODUCTS GOING TO BRITAIN through a Lend-Lease Luncheon was provided in connection with activities during a Production for Victory Exposition held in South Dakota. Used L-L foods, dried eggs, dry milk, canned fruit juices, canned milk, etc. Representative of British Food Mission present at luncheon commented on foods as British would use them. This type of presentation helps make clear the place of the L-L program in current farm marketing.